

REMARKS

Claim 27 has been amended to specify that the content that is received is a contiguous block of content in the form of a data stream. Support for the contiguous block limitation may be found, for example, at page 7, line 29 of the specification. Support for the data stream limitation may be found at page 5, line 10 of the specification.

As claimed, there is a data stream that is contiguous and, nonetheless, advertisements are inserted therein.

This is very different than what happens in Knepper. In Knepper there are discrete files and the advertisements are simply put between discrete files. The system provides a sequence of content files and advertisement files and the client simply puts together the files (that are distinct) in the specified sequence. No advertisement is inserted within any discrete media or content file. Obviously, the Knepper approach is a more limited solution than what is claimed.

The way that Knepper works is best shown in Figure 4 where there is a series of show clips with ads. For example, there are three groups of show clips that are sequentially played. The show clips are 303 and their ads are 305. Show clip 1 is played, then the ad 305, then show clip 2 is played, then the next ad, then show clip 3, then the next ad. There is no way to insert the ad inside any piece of content that is a discrete file.

A text file gives the sequence of media and ad files are a listing of the order of the entertainment advertisement media files that will make up the show. See paragraph 34. The client application assembles the entertainment advertisement media files and begins playback of the various files in the order specified by the instruction set. See paragraph 37. As shown in Figure 4, the show clips 301 each comprise an entertainment media file 303 and an advertisement media file 305. See paragraph 38. The assembled clip comprising both the entertainment media files 303 and the advertisement media files 305 then plays within a page 307. While a fully assembled show clip preferably consists of separate media files, such as the entertainment media file 303 and an advertisement media file 305, it proceeds through playback within a single page 307. See paragraph 38. The media files play together sequentially. See paragraph 41. While the advertisement files are inserted between successive media files, there is no insertion of advertisements inside one discrete media file.

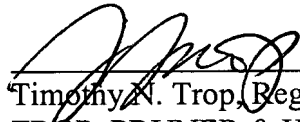
Thus, claim 27, as amended, distinguishes because it calls for inserting the advertisements within a data stream and within a contiguous block of content data stream. This is completely the opposite of what is done in Knepper, which specifically provides a way of playing media files from the Internet "without employing traditional streaming methods." See paragraph 8 [emphasis added].

Thus, Knepper does not teach inserting the advertisement inside a media file and he teaches no way to insert an ad into a contiguous content data stream.

Therefore, reconsideration is respectfully requested.

Respectfully submitted,

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